



RTV 6
1330 N. Meridian Street
Indianapolis, IN 46202
(317)635-9788

www.theindychannel.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

CONTRACT

<u>Contract / Revision</u> 184907 /		<u>Alt Order #</u>
<u>Product</u> IN Mike Pence		
<u>Contract Dates</u> 08/28/12 - 09/10/12		<u>Estimate #</u> 2624
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/27/12 / 08/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Tara Washburn	<u>Sales Office</u> EWS-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u> MAJ	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	08/28/12	09/06/12	6-7A News	6-7A		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/28/12	09/03/12	11-11--				4	\$300.00			
		Week: 09/04/12	09/10/12	--11---				2	\$300.00			
N 2	RTV 6	09/07/12	09/10/12	6-7A News	6-7A		:30			NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/04/12	09/10/12	1---1--				2	\$190.00			
N 3	RTV 6	08/28/12	09/06/12	Good Morning America	7-9A		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/28/12	09/03/12	11111--				5	\$300.00			
		Week: 09/04/12	09/10/12	-111---				3	\$300.00			
N 4	RTV 6	09/07/12	09/10/12	Good Morning America	7-9A		:30			NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/04/12	09/10/12	1---1--				2	\$190.00			
N 5	RTV 6	08/29/12	09/06/12	DY 9-10A	9-10A		:30			NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/28/12	09/03/12	--11---				2	\$180.00			
		Week: 09/04/12	09/10/12	--11---				2	\$180.00			
N 6	RTV 6	09/07/12	09/10/12	DY 9-10A	9-10A		:30			NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/04/12	09/10/12	1---1--				2	\$120.00			
N 7	RTV 6	08/28/12	09/04/12	The View	11A-12N		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/28/12	09/03/12	1111---				4	\$300.00			
		Week: 09/04/12	09/10/12	-1-----				1	\$300.00			

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184907 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/28/12 - 09/10/12	IN Mike Pence	2624

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/27/12 / 08/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 8	RTV 6	09/07/12	09/10/12	The View	11A-12N		:30			NM	2	\$440.00
	P3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/04/12	09/10/12	1---1--				2	\$220.00			
N 9	RTV 6	08/28/12	09/06/12	Midday News	12P-1230P		:30			NM	4	\$640.00
	P3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	-1--1--				2	\$160.00			
	Week:	09/04/12	09/10/12	-1-1---				2	\$160.00			
N 10	RTV 6	09/07/12	09/10/12	Midday News	12P-1230P		:30			NM	2	\$320.00
	P3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/04/12	09/10/12	1---1--				2	\$160.00			
N 11	RTV 6	08/28/12	09/05/12	530-6P News	530P-6P		:30			NM	4	\$2,260.00
	P1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	11-1---				3	\$565.00			
	Week:	09/04/12	09/10/12	--1----				1	\$565.00			
N 12	RTV 6	09/07/12	09/10/12	530-6P News	530P-6P		:30			NM	2	\$400.00
	P3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/04/12	09/10/12	1---1--				2	\$200.00			
N 13	RTV 6	08/28/12	09/06/12	6-630P News	6P-630P		:30			NM	5	\$2,825.00
	P1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	-11-1--				3	\$565.00			
	Week:	09/04/12	09/10/12	-1-1---				2	\$565.00			
N 14	RTV 6	09/07/12	09/10/12	6-630P News	6P-630P		:30			NM	2	\$500.00
	P3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/04/12	09/10/12	1---1--				2	\$250.00			
N 15	RTV 6	08/28/12	09/06/12	7-730P News	7P-730p		:30			NM	8	\$3,000.00
	P2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	11111--				5	\$375.00			
	Week:	09/04/12	09/10/12	-111---				3	\$375.00			
N 16	RTV 6	09/07/12	09/10/12	7-730P News	7P-730p		:30			NM	2	\$500.00
	P3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/04/12	09/10/12	1---1--				2	\$250.00			
N 17	RTV 6	08/28/12	09/05/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	4	\$1,300.00
	P2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	11-1---				3	\$325.00			
	Week:	09/04/12	09/10/12	--1----				1	\$325.00			
N 18	RTV 6	09/07/12	09/10/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	2	\$500.00
	P3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/04/12	09/10/12	1---1--				2	\$250.00			

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08/28/12 - 09/10/12	IN Mike Pence	2624

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/27/12 / 08/27/12

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N 19	RTV 6	08/28/12	09/06/12	11P News	11P-1135P M-F		:30			NM	6	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P1	Week: 08/28/12	09/03/12	1111---				4	\$950.00			
		Week: 09/04/12	09/10/12	--11---				2	\$950.00			
N 20	RTV 6	09/07/12	09/10/12	11P News	11P-1135P M-F		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P3	Week: 09/04/12	09/10/12	1---1--				2	\$350.00			
N 21	RTV 6	09/02/12	09/02/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P2	Week: 08/28/12	09/03/12	-----S				1	\$475.00			
N 22	RTV 6	09/09/12	09/09/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P3	Week: 09/04/12	09/10/12	-----S				1	\$350.00			
N 23	RTV 6	08/28/12	09/06/12	Nightline	1135P-1202A		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P2	Week: 08/28/12	09/03/12	-1-1---				2	\$225.00			
		Week: 09/04/12	09/10/12	-1-1---				2	\$225.00			
N 24	RTV 6	09/07/12	09/10/12	Nightline	1135P-1202A		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P3	Week: 09/04/12	09/10/12	1---1--				2	\$150.00			
N 25	RTV 6	09/01/12	09/01/12	Sa 7-730p	7-730p		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P3	Week: 08/28/12	09/03/12	-----S-				1	\$60.00			
N 26	RTV 6	09/08/12	09/08/12	Sa 7-730p	7-730p		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P3	Week: 09/04/12	09/10/12	-----S-				1	\$90.00			
N 27	RTV 6	09/02/12	09/02/12	Sun 6-630P News	6-630P		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P1	Week: 08/28/12	09/03/12	-----S				1	\$250.00			
N 28	RTV 6	09/09/12	09/09/12	Sun 6-630P News	6-630P		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P3	Week: 09/04/12	09/10/12	-----S				1	\$90.00			
N 29	RTV 6	09/02/12	09/02/12	ABC This Week	858A-1130A		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P2	Week: 08/28/12	09/03/12	-----S				1	\$120.00			
N 30	RTV 6	09/09/12	09/09/12	ABC This Week	858A-1130A		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	P3											

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<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/27/12 / 08/27/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	-----S				1	\$60.00			
N 31	RTV 6	08/31/12	08/31/12	ABC Fri C	10P-11P		:30			NM	1	\$1,400.00
P2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	----F--				1	\$1,400.00			
N 32	RTV 6	09/07/12	09/07/12	ABC Fri C	10P-11P		:30			NM	1	\$700.00
P3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	----F--				1	\$700.00			
N 33	RTV 6	09/02/12	09/02/12	ABC Sun A	7P-8p		:30			NM	1	\$700.00
P3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	-----S				1	\$700.00			
N 34	RTV 6	09/09/12	09/09/12	ABC Sun A	7P-8p		:30			NM	1	\$700.00
P3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	-----S				1	\$700.00			
N 35	RTV 6	09/01/12	09/01/12	ABC College FB-Afternoon	330P-7P		:30			NM	1	\$600.00
P3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	-----S-				1	\$600.00			
N 36	RTV 6	09/01/12	09/01/12	ABC College FB - Prime/PA	8P-1130P		:30			NM	1	\$1,200.00
P2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	-----S-				1	\$1,200.00			
Totals											94	\$34,500.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	94	\$34,500.00	\$29,325.00
Totals	94	\$34,500.00	\$29,325.00

Signature: _____ Date: _____

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